



New England Agricultural Statistics Service

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United States Department of Agriculture

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Floriculture Crops Connecticut & Massachusetts

May 8, 2000

A special "THANK YOU" goes to greenhouse operators and floriculture producers who have helped us by completing the Annual Floriculture Survey during January and February.

Connecticut: The number of commercial growers decreased by 9 from the previous year to 288 growers in 1999. Wholesale equivalent value of sales increased from \$64.9 million to \$67.9 million in 1999. Bedding/garden plants were again the largest sales category with 83 percent of wholesale equivalent sales for operations with over \$100,000 in sales.

Massachusetts: The number of commercial growers decreased by 18 from the previous year to 458 growers in 1999. Wholesale equivalent value of sales increased from \$70.1 million to \$76.1 million in 1999. Bedding/garden plants were the largest sales category with 66 percent of wholesale equivalent sales for operations with over \$100,000 in sales.

All Values in these tables are wholesale equivalents; they are derived by multiplying the average wholesale price by the total quantity sold.

About the Survey: The Floriculture Survey is conducted annually by USDA's National Agricultural Statistics Service (NASS). It is a "census" of all known operations with more than \$10,000 in floriculture sales.

For operations with more than \$100,000 in sales, detailed data is collected about the specific plant materials.

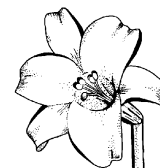
The greenhouse and nursery industry comprises at least one-quarter of all cash receipts received by agricultural producers in each of the two states. The annual Floriculture Survey measures only one portion of this important sector of the agricultural economy. The survey is done at the request of the national Floriculture Industry and is endorsed by the Connecticut Greenhouse Growers and Massachusetts Flower Growers Associations and the Extension Service.

The results of the survey are available to the public and used by many individuals and organizations. Associations use these statistics when working with policy makers at the state and national levels. University Extension Specialists justify research grants and other activities with statistics that describe the size and importance of the industry in each state. Banks and other lending institutions often use the data when evaluating loan applications. In any case, individual data is kept strictly confidential and used only in combination with other reports to prepare state and national statistics. Individual information is even exempt from disclosure under the Freedom of Information Act.

This is a brief summary taken from the national **Floriculture Crops** report. It is issued annually from the National Agricultural Statistics Service in Washington DC. The complete report has many more details. It is also on the Internet and can be ordered via free e-mail subscriptions or by calling 1-800-999-6779. To order free e-mail subscriptions, send a message to **usda-reports@usda.mannlib.cornell.edu** and type **list** in the message.

Call 1-800-999-6779 to order a free ERS or NASS catalog which lists many economic monographs describing trade, marketing, labor & other issues important to the Horticulture Industry.



**FLORICULTURE CROPS: Growing Area by Type of Cover, 1990 - 1999***(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)*

| (Summarized from interviews of all known growers with \$10,000 or more in greenhouse sales) | | | | | | | | |
|---|-------------------------------|----------------------|--|---|------------------------------|---------------------------------|--------------------------|----------------|
| STATE & YEAR | Total Number of Growers | Glass Greenhouses | Fiberglass and Other Rigid Greenhouses | Film Plastic (Single/Multi) Greenhouses | Total Greenhouse Cover | Shade and Temporary Cover | Total Covered Area | Open Ground |
| | Number | 1,000 Square Feet | | | | | | Acres |
| Connecticut | | | | | | | | |
| 1990 | 138 | 899 | 217 | 2,853 | 3,969 | 41 | 4,010 | 95 |
| 1991 | 192 | 982 | 313 | 3,568 | 4,863 | 98 | 4,961 | 133 |
| 1992 | 211 | 1,236 | 432 | 3,928 | 5,596 | 61 | 5,657 | 164 |
| 1993 | 250 | 1,290 | 497 | 4,029 | 5,816 | 145 | 5,961 | 196 |
| 1994 | 239 | 1,326 | 362 | 4,232 | 5,920 | 99 | 6,019 | 144 |
| 1995 | 267 | 1,360 | 506 | 4,253 | 6,119 | 150 | 6,269 | 210 |
| 1996 | 252 | 1,316 | 546 | 4,287 | 6,149 | 220 | 6,369 | 168 |
| 1997 | 293 | 1,431 | 837 | 5,429 | 7,697 | 282 | 7,979 | 329 |
| 1998 | 297 | 1,653 | 819 | 6,659 | 9,131 | 232 | 9,363 | 410 |
| 1999 | 288 | 1,568 | 739 | 7,125 | 9,432 | 184 | 9,616 | 373 |
| Massachusetts | | | | | | | | |
| 1990 | 233 | 2,116 | 840 | 3,275 | 6,231 | 102 | 6,333 | 161 |
| 1991 | 220 | 2,159 | 724 | 3,735 | 6,618 | 87 | 6,705 | 148 |
| 1992 | 362 | 2,289 | 1,249 | 4,795 | 8,333 | 171 | 8,504 | 247 |
| 1993 | 438 | 2,188 | 1,549 | 5,461 | 9,198 | 71 | 9,269 | 238 |
| 1994 | 395 | 2,101 | 1,408 | 5,097 | 8,606 | 111 | 8,717 | 201 |
| 1995 | 447 | 2,214 | 1,349 | 6,119 | 9,682 | 174 | 9,856 | 322 |
| 1996 | 416 | 2,202 | 1,239 | 6,006 | 9,447 | 181 | 9,628 | 319 |
| 1997 | 499 | 1,937 | 1,180 | 7,051 | 10,168 | 155 | 10,323 | 388 |
| 1998 | 476 | 1,947 | 1,193 | 7,568 | 10,708 | 117 | 10,825 | 431 |
| 1999 | 458 | 2,039 | 953 | 7,172 | 10,164 | 84 | 10,248 | 435 |

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.**FLORICULTURE CROPS: Growing Area by Type of Cover, 1993 - 1999***(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)*

| STATE & YEAR | Total Number of Growers | Glass Greenhouses | Fiberglass and Other Rigid Greenhouses | Film Plastic (Single/Multi) Greenhouses | Total Greenhouse Cover | Shade and Temporary Cover | Total Covered Area | Open Ground |
|---------------|-------------------------|-------------------|--|---|------------------------|---------------------------|--------------------|-------------|
| | Number | 1,000 Square Feet | | | | | | Acres |
| Connecticut | | | | | | | | |
| 1993 | 76 | 1,082 | 191 | 2,746 | 4,019 | 80 | 4,099 | 117 |
| 1994 | 77 | 1,113 | 128 | 2,973 | 4,214 | 60 | 4,274 | 92 |
| 1995 | 87 | 1,156 | 239 | 2,918 | 4,313 | 65 | 4,378 | 105 |
| 1996 | 95 | 1,137 | 255 | 3,081 | 4,473 | 160 | 4,633 | 119 |
| 1997 | 106 | 1,118 | 525 | 4,131 | 5,774 | 254 | 6,028 | 207 |
| 1998 | 112 | 1,294 | 591 | 5,444 | 7,329 | 191 | 7,520 | 304 |
| 1999 | 112 | 1,247 | 608 | 5,656 | 7,511 | 128 | 7,639 | 304 |
| Massachusetts | | | | | | | | |
| 1993 | 111 | 1,530 | 1,143 | 2,838 | 5,511 | 22 | 5,533 | 115 |
| 1994 | 121 | 1,653 | 1,009 | 3,109 | 5,771 | 51 | 5,822 | 104 |
| 1995 | 136 | 1,740 | 906 | 4,024 | 6,670 | 116 | 6,786 | 134 |
| 1996 | 140 | 1,865 | 972 | 4,116 | 6,953 | 118 | 7,071 | 163 |
| 1997 | 146 | 1,545 | 912 | 4,210 | 6,667 | 15 | 6,682 | 208 |
| 1998 | 163 | 1,616 | 953 | 4,901 | 7,470 | 34 | 7,504 | 255 |
| 1999 | 147 | 1,637 | 723 | 4,691 | 7,051 | 55 | 7,106 | 268 |

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

FLORICULTURE CROPS: Wholesale Value ^{1/} of Sales, 1990 - 1999
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| STATE & YEAR | Total Cut Flowers | Total Potted Flowering Plants | Total Foliage for Indoor or Patio Use | Total Bedding/Garden Plants | Total Cut Cultivated Greens | Total Wholesale Value of Reported Crops |
|----------------------|-------------------|-------------------------------|---------------------------------------|-----------------------------|-----------------------------|---|
| 1,000 Dollars | | | | | | |
| Connecticut | | | | | | |
| 1990 | 1,404 | 4,057 | 2/ | 13,581 | 2/ | 21,223 |
| 1991 | 1,572 | 5,757 | 2,130 | 19,673 | 27 | 29,159 |
| 1992 | 1,564 | 5,716 | 2,012 | 20,325 | -- | 29,617 |
| 1993 | 1,999 | 7,244 | 2,782 | 20,981 | -- | 33,006 |
| 1994 | 1,421 | 7,343 | 2,439 | 22,974 | -- | 34,177 |
| 1995 | 1,611 | 6,728 | 2,798 | 27,419 | -- | 38,556 |
| 1996 | 1,742 | 7,166 | 2,346 | 31,439 | -- | 42,693 |
| 1997 | 1,630 | 6,369 | 1,071 | 43,084 | -- | 52,154 |
| 1998 | 1,500 | 7,319 | 584 | 48,098 | -- | 57,501 |
| 1999 | 1,162 | 8,701 | 743 | 50,139 | -- | 60,745 |
| Massachusetts | | | | | | |
| 1990 | 6,780 | 9,279 | 2/ | 11,770 | 2/ | 29,828 |
| 1991 | 8,140 | 7,369 | 1,830 | 11,582 | -- | 28,921 |
| 1992 | 7,821 | 9,784 | 2,174 | 17,581 | -- | 37,360 |
| 1993 | 7,997 | 8,765 | 1,599 | 21,510 | -- | 39,871 |
| 1994 | 5,800 | 10,186 | 1,257 | 23,602 | -- | 40,845 |
| 1995 | 6,645 | 11,491 | 3,531 | 36,130 | -- | 57,797 |
| 1996 | 6,030 | 11,765 | 3,310 | 35,655 | -- | 56,760 |
| 1997 | 5,200 | 9,311 | 3,726 | 41,740 | -- | 59,977 |
| 1998 | 4,826 | 9,159 | 3,321 | 39,897 | -- | 57,203 |
| 1999 | 4,229 | 9,321 | 7,418 | 40,916 | -- | 61,884 |

^{1/} Wholesale equivalent value of all sales for all crops except potted foliage plants; for potted foliage plants, value is based on net value of sales.

^{2/} Not published to avoid disclosing individual operations.

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1992-1999
(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)

| STATE | \$10,000 to \$19,999 | \$20,000 to \$39,999 | \$40,000 to \$49,999 | \$50,000 to \$99,999 | \$100,000 to \$499,999 | \$500,000 or More | Total | Expanded Wholesale Value ^{1/} |
|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------|-------------------|-------|--|
| Number | | | | | | | | \$1,000 Dollars |
| Connecticut | | | | | | | | |
| 1992 | 26 | 44 | 10 | 49 | 64 | 18 | 211 | 35,452 |
| 1993 | 44 | 43 | 20 | 67 | 60 | 16 | 250 | 40,881 |
| 1994 | 46 | 35 | 15 | 66 | 58 | 19 | 239 | 41,542 |
| 1995 | 54 | 41 | 24 | 61 | 64 | 23 | 267 | 46,251 |
| 1996 | 43 | 37 | 25 | 52 | 68 | 27 | 252 | 49,473 |
| 1997 | 60 | 44 | 22 | 61 | 77 | 29 | 293 | 59,939 |
| 1998 | 57 | 56 | 17 | 55 | 89 | 23 | 297 | 64,926 |
| 1999 | 53 | 48 | 22 | 53 | 87 | 25 | 288 | 67,945 |
| Massachusetts | | | | | | | | |
| 1992 | 47 | 85 | 34 | 98 | 72 | 26 | 362 | 49,495 |
| 1993 | 70 | 106 | 33 | 118 | 85 | 26 | 438 | 54,436 |
| 1994 | 60 | 67 | 28 | 119 | 91 | 30 | 395 | 53,940 |
| 1995 | 70 | 80 | 30 | 131 | 102 | 34 | 447 | 72,422 |
| 1996 | 61 | 64 | 37 | 114 | 108 | 32 | 416 | 69,810 |
| 1997 | 88 | 99 | 45 | 121 | 117 | 29 | 499 | 75,367 |
| 1998 | 96 | 89 | 26 | 102 | 131 | 32 | 476 | 70,133 |
| 1999 | 77 | 70 | 46 | 118 | 117 | 30 | 458 | 76,059 |

^{1/} Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales between \$10,000 - \$99,999. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

**CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants,
Production for 1998 - 1999 with 2000 Intentions**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Producers | | Quantity Sold | | | | | | Pots Intended for 2000 |
|---|-----------|------|------------------|-------|----------------|-------|-------|-------|------------------------------|
| | | | Less Than 5 Inch | | 5 Inch or More | | Total | | |
| | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 | |
| | Number | | 1,000 Pots | | | | | | 1,000 Pots |
| Potted Flowering Plants | | | | | | | | | |
| Florist Chrysanthemums | 12 | 13 | 12 | 9 | 89 | 82 | 101 | 91 | 86 |
| Cyclamens | 8 | 10 | 1/ | 6 | 18 | 15 | 18 | 21 | -- |
| Finished Florist Azaleas | 7 | 5 | 1/ | 1/ | 18 | 11 | 18 | 11 | 12 |
| Easter Lilies | 24 | 24 | 1/ | 1/ | 193 | 295 | 193 | 295 | 185 |
| Poinsettias | 47 | 48 | 190 | 237 | 612 | 923 | 802 | 1,160 | 1,166 |
| African Violets ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Kalanchoe ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Orchids ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Other Flowering Plants | 37 | 33 | 335 | 272 | 574 | 455 | 909 | 727 | 676 |
| Potted Bedding/Garden Plants | | | | | | | | | |
| Hardy/Garden Chrysanthemums | 61 | 61 | 164 | 153 | 1,266 | 1,421 | 1,430 | 1,574 | 1,558 |
| Geraniums (Cuttings) | 70 | 70 | 771 | 743 | 258 | 258 | 1,029 | 1,001 | 1,000 |
| Geraniums (Seed) | 16 | 16 | 509 | 525 | 2/ | 2/ | 509 | 525 | 524 |
| Impatiens | 18 | 19 | 35 | 35 | 42 | 24 | 77 | 59 | 66 |
| New Guinea Impatiens | 62 | 66 | 505 | 348 | 130 | 123 | 635 | 471 | 467 |
| Petunias | 16 | 23 | 88 | 48 | 61 | 8 | 149 | 56 | 56 |
| Other Flowering & Foliar Type Bedding | 75 | 74 | 2,122 | 2,906 | 4,643 | 3,804 | 6,765 | 6,710 | 6,926 |
| Vegetable Type Bedding Plants ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- | -- |

^{1/} Pot sizes have been combined to avoid disclosure of individual operations.

^{2/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

**CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants,
Sales, Price and Value for 1998 - 1999**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Percent of Sales at Wholesale | | Wholesale Price | | | | Value of Sales at Wholesale ^{1/} | |
|--|-------------------------------|------|------------------|------|----------------|------|---|--------|
| | 1998 | 1999 | Less Than 5 Inch | | 5 Inch or More | | 1998 | 1999 |
| | | | 1998 | 1999 | 1998 | 1999 | | |
| | Percent | | Dollars | | | | 1,000 Dollars | |
| Potted Flowering Plants | | | | | | | | |
| Florist Chrysanthemums | 87 | 89 | 1.26 | 1.40 | 2.96 | 2.90 | 279 | 250 |
| Cyclamens ^{2/} | 93 | 82 | 3/ | 2.15 | 4.00 | 4.69 | 72 | 83 |
| Finished Florist Azaleas ^{2/} | 97 | 95 | 3/ | 3/ | 3.48 | 3.13 | 63 | 34 |
| Easter Lilies ^{2/} | 96 | 97 | 3/ | 3/ | 3.46 | 3.24 | 668 | 956 |
| Poinsettias | 91 | 96 | 1.91 | 1.85 | 3.97 | 4.00 | 2,793 | 4,130 |
| African Violets ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- |
| Kalanchoe ^{3/} | -- | -- | -- | -- | -- | -- | -- | -- |
| Orchids ^{3/} | -- | -- | -- | -- | -- | -- | -- | -- |
| Other Flowering Plants ^{2/} | 76 | 76 | 2.08 | 2.24 | 2.97 | 3.33 | 2,402 | 2,124 |
| Potted Bedding/Garden Plants | | | | | | | | |
| Hardy/Garden Chrysanthemums | 83 | 86 | 1.04 | 1.05 | 1.89 | 2.04 | 2,563 | 3,059 |
| Geraniums (Cuttings) | 61 | 67 | 1.56 | 1.66 | 2.47 | 2.71 | 1,840 | 1,933 |
| Geraniums (Seed) ^{2/} | 91 | 86 | 0.62 | 0.75 | 3/ | 3/ | 316 | 394 |
| Impatiens | 74 | 74 | 0.77 | 0.77 | 3.16 | 1.77 | 160 | 69 |
| New Guinea Impatiens | 78 | 77 | 1.26 | 1.48 | 2.59 | 2.83 | 973 | 863 |
| Petunias | 81 | 40 | 0.94 | 0.83 | 1.96 | 1.68 | 202 | 53 |
| Other Flowering & Foliar Type Bedding Plants | 40 | 81 | 1.48 | 2.43 | 3.42 | 3.17 | 19,020 | 19,120 |
| Vegetable Type Bedding Plants ^{3/} | -- | -- | -- | -- | -- | -- | -- | -- |

^{1/} Wholesale equivalent value of all sales.

^{2/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

^{3/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Production for 1998 - 1999 with 2000 Intentions**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Producers | | Total Quantity | | | 2000 as Percent of 1999 |
|--|-----------|------|-------------------|-------|------------------|----------------------------------|
| | | | Sold | | Intended 2000 | |
| | 1998 | 1999 | 1998 | 1999 | | |
| | Number | | 1,000 Flats | | | Percent |
| Bedding/Garden Plants (Flats) | | | | | | |
| Geranium | 8 | 9 | 35 | 38 | 38 | 100 |
| Impatiens | 64 | 63 | 477 | 432 | 439 | 102 |
| New Guinea Impatiens | 11 | 13 | 27 | 48 | 45 | 94 |
| Petunias | 63 | 64 | 176 | 186 | 190 | 102 |
| Other Flowering & Foliar Type Bedding Plants | 80 | 78 | 1,545 | 1,494 | 1,580 | 106 |
| Vegetable Type Bedding Plants | 43 | 56 | 235 | 268 | 262 | 98 |
| Hanging Baskets | | | | | | |
| | Number | | 1,000 Baskets | | | Percent |
| Foliage | 9 | 12 | 43 | 45 | 45 | 100 |
| Geraniums | 47 | 58 | 87 | 108 | 108 | 100 |
| Impatiens | 41 | 45 | 101 | 79 | 79 | 100 |
| New Guinea Impatiens | 54 | 61 | 132 | 135 | 135 | 100 |
| Petunias | 44 | 53 | 51 | 77 | 76 | 99 |
| Other Flowering | 75 | 80 | 458 | 521 | 523 | 100 |
| Potted Foliage Plants | | | | | | |
| | Number | | 1,000 Square Feet | | | Percent |
| | 12 | 15 | 154 | 210 | 210 | 100 |

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Sales, Price and Value for 1998 - 1999**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Percent of Sales at Wholesale | | Wholesale Price | | Value of Sales at Wholesale ^{1/} | |
|--|----------------------------------|------|--------------------|------|--|-------|
| | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 |
| | Percent | | Dollars | | 1,000 Dollars | |
| Bedding/Garden Plants (Flats) | | | | | | |
| Geranium | 100 | 87 | 9.60 | 9.16 | 336 | 348 |
| Impatiens | 85 | 87 | 6.28 | 6.63 | 2,996 | 2,864 |
| New Guinea Impatiens | 83 | 89 | 8.58 | 9.14 | 232 | 439 |
| Petunias | 84 | 87 | 6.38 | 7.15 | 1,123 | 1,330 |
| Other Flowering & Foliar Type Bedding Plants | 88 | 89 | 6.46 | 6.46 | 9,981 | 9,651 |
| Vegetable Type Bedding Plants | 74 | 72 | 6.43 | 6.25 | 1,511 | 1,675 |
| Hanging Baskets | | | | | | |
| Foliage | 96 | 94 | 4.79 | 4.72 | 206 | 212 |
| Geraniums | 75 | 74 | 6.41 | 6.93 | 558 | 748 |
| Impatiens | 92 | 87 | 5.28 | 6.68 | 533 | 528 |
| New Guinea Impatiens | 82 | 86 | 6.30 | 6.48 | 832 | 875 |
| Petunias | 76 | 82 | 6.09 | 7.09 | 311 | 546 |
| Other Flowering | 79 | 87 | 5.71 | 6.06 | 2,615 | 3,157 |
| Potted Foliage Plants ^{2/} | | | | | | |
| | 86 | 70 | -- | -- | 378 | 531 |

^{1/} Wholesale equivalent value of all sales.

^{2/} Value of sales is gross value of sales less cost of plant material purchased from other growers for growing on.

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

CONNECTICUT CUT FLOWER STATISTICS:

A detailed table for cut flowers by plant material is not included to avoid disclosure of individual operations.

**MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants,
Production for 1998 - 1999 with 2000 Intentions**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Producers | | Quantity Sold | | | | | | Pots Intended for 2000 |
|--------------------------------------|-----------|------|------------------|-------|----------------|-------|-------|-------|---------------------------------|
| | | | Less Than 5 Inch | | 5 Inch or More | | Total | | |
| | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 | |
| | Number | | 1,000 Pots | | | | | | 1,000 Pots |
| Potted Flowering Plants | | | | | | | | | |
| Florist Chrysanthemums | 14 | 8 | 1/ | 1/ | 31 | 21 | 31 | 21 | 26 |
| Cyclamens | 20 | 24 | -- | 80 | 28 | 31 | 78 | 111 | 123 |
| Finished Florist Azaleas | 15 | 10 | -- | 5 | 16 | 22 | 17 | 27 | 27 |
| Easter Lilies | 39 | 40 | 1/ | 1/ | 250 | 253 | 250 | 253 | 217 |
| Poinsettias | 78 | 77 | 234 | 257 | 715 | 706 | 949 | 963 | 948 |
| African Violets ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Kalanchoe ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Orchids ^{2/} | -- | -- | -- | -- | -- | -- | -- | -- | -- |
| Other Flowering Plants | 61 | 47 | 358 | 502 | 557 | 427 | 915 | 929 | 913 |
| Potted Bedding/Garden Plants | | | | | | | | | |
| Hardy/Garden Chrysanthemums | 92 | 96 | 85 | 111 | 966 | 1,145 | 1,051 | 1,256 | 1,271 |
| Geraniums (Cuttings) | 118 | 106 | 1,661 | 1,488 | 380 | 469 | 2,041 | 1,957 | 2,036 |
| Geraniums (Seed) | 40 | 38 | 688 | 699 | 1/ | 1/ | 688 | 699 | 855 |
| Impatiens | 50 | 45 | 381 | 352 | 66 | 46 | 447 | 398 | 402 |
| New Guinea Impatiens | 107 | 96 | 427 | 393 | 80 | 74 | 507 | 467 | 482 |
| Petunias | 49 | 53 | 67 | 73 | 61 | 64 | 128 | 137 | 145 |
| Other Flowering & Foliar Type Plants | 106 | 104 | 2,290 | 2,583 | 2,586 | 2,525 | 4,876 | 5,108 | 5,075 |
| Vegetable Type Bedding Plants | 50 | 55 | 832 | 796 | 171 | 198 | 1,003 | 994 | 881 |

^{1/} Pot sizes have been combined to avoid disclosure of individual operations.

^{2/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

SOURCE: **Floriculture Crops**, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

**MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants,
Sales, Price and Value for 1998 - 1999**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Percent of Sales at Wholesale | | Wholesale Price | | | | Value of Sales at Wholesale ^{1/} | |
|--|-------------------------------|------|------------------|------|----------------|------|---|--------|
| | | | Less Than 5 Inch | | 5 Inch or More | | | |
| | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 |
| | Percent | | Dollars | | | | 1,000 Dollars | |
| Potted Flowering Plants | | | | | | | | |
| Florist Chrysanthemums ^{2/} | 49 | 16 | 3/ | 3/ | 2.79 | 2.81 | 86 | 59 |
| Cyclamens | 76 | 85 | 2.75 | 2.80 | 5.63 | 5.63 | 295 | 399 |
| Finished Florist Azaleas | 67 | 85 | 2.75 | 2.09 | 7.94 | 9.87 | 130 | 228 |
| Easter Lilies ^{2/} | 84 | 88 | 3/ | 3/ | 3.71 | 4.03 | 928 | 1,020 |
| Poinsettias | 58 | 69 | 1.40 | 1.47 | 4.98 | 5.25 | 3,888 | 4,084 |
| African Violets ^{3/} | -- | -- | — | — | -- | — | — | — |
| Kalanchoe ^{3/} | -- | -- | — | — | -- | — | — | — |
| Orchids ^{3/} | -- | -- | — | — | -- | — | — | — |
| Other Flowering Plants | 63 | 66 | 1.48 | 1.35 | 4.35 | 4.26 | 2,953 | 2,497 |
| Potted Bedding/Garden Plants | | | | | | | | |
| Hardy/Garden Chrysanthemums | 60 | 66 | 1.08 | 1.10 | 2.14 | 2.34 | 2,159 | 2,801 |
| Geraniums (Cuttings) | 66 | 62 | 1.54 | 1.52 | 3.72 | 3.68 | 3,972 | 3,988 |
| Geraniums (Seed) ^{2/} | 70 | 70 | 0.93 | 0.88 | 3/ | 3/ | 640 | 615 |
| Impatiens | 77 | 81 | 0.87 | 0.89 | 1.97 | 1.93 | 461 | 402 |
| New Guinea Impatiens | 59 | 59 | 1.43 | 1.54 | 2.88 | 4.16 | 841 | 913 |
| Petunias | 73 | 68 | 1.04 | 1.23 | 1.93 | 2.08 | 187 | 223 |
| Other Flowering & Foliar Type Bedding Plants | 80 | 84 | 1.30 | 1.37 | 3.24 | 3.22 | 11,356 | 11,669 |
| Vegetable Type Bedding Plants | 81 | 88 | 0.99 | 1.08 | 1.69 | 1.76 | 1,113 | 1,208 |

^{1/} Wholesale equivalent value of all sales.

^{2/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

^{3/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

SOURCE: **Floriculture Crops**, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Production for 1998 - 1999 with 2000 Intentions
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Producers | | Total Quantity | | | 2000 as Percent of 1999 |
|--|-----------|------|-------------------|-------|------------------|-------------------------------|
| | | | Sold | | Intended 2000 | |
| | 1998 | 1999 | 1998 | 1999 | | |
| | Number | | 1,000 Flats | | | Percent |
| Bedding/Garden Plants (Flats) | | | | | | |
| Geraniums | 23 | 21 | 68 | 58 | 67 | 116 |
| Impatiens | 98 | 91 | 326 | 319 | 345 | 108 |
| New Guinea Impatiens | 20 | 17 | 19 | 17 | 17 | 100 |
| Petunias | 100 | 89 | 154 | 129 | 139 | 108 |
| Other Flowering & Foliar Type Bedding Plants | 112 | 106 | 1,011 | 1,054 | 1,037 | 98 |
| Vegetable Type Bedding Plants | 76 | 81 | 180 | 154 | 161 | 105 |
| Hanging Baskets | | | | | | |
| | | | 1,000 Baskets | | | Percent |
| Foliage | 14 | 18 | 114 | 361 | 323 | 89 |
| Geraniums | 95 | 97 | 119 | 120 | 121 | 101 |
| Impatiens | 98 | 95 | 108 | 101 | 107 | 106 |
| New Guinea Impatiens | 92 | 81 | 120 | 118 | 122 | 103 |
| Petunias | 78 | 87 | 59 | 58 | 58 | 100 |
| Other Flowering | 110 | 111 | 361 | 394 | 420 | 107 |
| | | | 1,000 Square Feet | | | Percent |
| Potted Foliage Plants | 20 | 15 | 329 | 602 | 602 | 100 |

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants
Sales, Price and Value for 1998 - 1999
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

| ITEM | Percent of Sales at Wholesale | | Wholesale Price | | Value of Sales at Wholesale ^{1/} | |
|--|----------------------------------|------|--------------------|------|--|-------|
| | 1998 | 1999 | 1998 | 1999 | 1998 | 1999 |
| | Percent | | Dollars | | 1,000 Dollars | |
| Bedding/Garden Plants (Flats) | | | | | | |
| Geraniums | 58 | 49 | 8.78 | 8.48 | 597 | 492 |
| Impatiens | 38 | 39 | 7.57 | 7.69 | 2,468 | 2,453 |
| New Guinea Impatiens | 70 | 57 | 8.01 | 8.89 | 152 | 151 |
| Petunias | 46 | 45 | 7.51 | 7.48 | 1,157 | 965 |
| Other Flowering & Foliar Type Bedding Plants | 52 | 52 | 7.86 | 7.68 | 7,946 | 8,095 |
| Vegetable Type Bedding Plants | 51 | 49 | 7.79 | 7.95 | 1,402 | 1,224 |
| Hanging Baskets | | | | | | |
| Foliage | 92 | 99 | 6.38 | 5.82 | 727 | 2,101 |
| Geraniums | 57 | 59 | 7.20 | 7.53 | 857 | 904 |
| Impatiens | 60 | 55 | 5.61 | 5.93 | 606 | 599 |
| New Guinea Impatiens | 69 | 69 | 6.81 | 6.87 | 817 | 811 |
| Petunias | 64 | 55 | 7.65 | 8.40 | 451 | 487 |
| Other Flowering | 74 | 69 | 7.52 | 7.40 | 2,715 | 2,916 |
| Potted Foliage Plants ^{2/} | 94 | 98 | — | — | 2,594 | 5,317 |

^{1/} Wholesale equivalent value of all sales.

^{2/} Value of sales is gross value of sales less cost of plant material purchased from other growers for growing on.

SOURCE: *Floriculture Crops*, 3:00 pm, April 25, 2000, National Agricultural Statistics Service, USDA.

MASSACHUSETTS CUT FLOWER STATISTICS:

A detailed table for cut flowers by plant material is not included to avoid disclosure of individual operations.



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